

**Название публикации:**

Influence of corporate culture on the efficiency of innovation in Russian companies

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**Аннотация:**

The topic of the research is urgent since the formation of the innovative corporate culture is important for a company to maintain the development and introduction of various types of innovation. The research has set and achieved the goal of finding corporate culture factors which produce the key impact on the innovative activity of employees of Russian businesses from various sectors. The research was conducted in two stages. The first stage included several focus groups with experts and HR managers from various concerns in order to compile a preliminary list of corporate culture characteristics that influence the innovative activity of employees. The second stage included a poll conducted with the use of questionnaires among owners, managers and employees of 104 Russian companies, MBA students from the Russian Presidential Academy of National Economy and Public Administration. The research identified three most important factors such as (1) the understanding of a company's goals and mission from the viewpoint of public benefits, (2) fairness when assessing the labor of innovation-driven employees and (3) the constructive and friendly environment in a company. The priority of these factors for Russian concerns is mainly explained by the dominant stable peculiarities of the institutional environment. © IAEME Publication

**Ключевые слова:**

Corporate culture, Corporate reputation, Employee motivation, Innovation efficiency, Innovative activity, Institutional peculiarities, Intangible assets, Intellectual capital, Involvement in the labor process, Key characteristics of the innovative corporate culture, Labor productivity, Process capital, Social capital